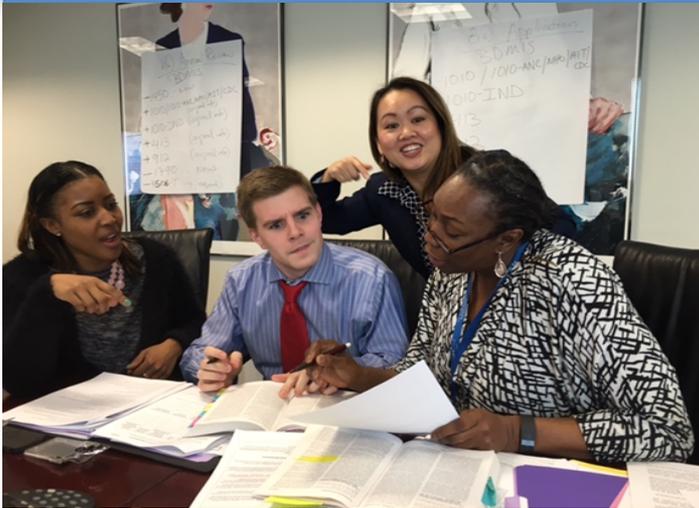


Smart – Bold - Accessible



Small Business Contracting Programs

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SBA Mission

- The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same.
- **The SBA helps Americans start, build and grow businesses.** Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.



The President

“Small businesses are the heart of the American economy. They're responsible for half of all private sector jobs -- and they create roughly 70 percent of all new jobs in the past decade. So small businesses are not only job generators, they're also at the heart of the American Dream. After all, these are businesses born in family meetings around kitchen tables. They're born when a worker takes a chance on her desire to be her own boss. They're born when a part-time inventor becomes a full-time entrepreneur, or when somebody sees a product that could be better or a service that could be smarter, and they think, ...Well, why not me? Let me try it. Let me take my shot.”

Government Contracts

Overview for Small Businesses

The U.S. federal government contracts represent a tremendous sales and revenue opportunity for small businesses because:

- The U.S. Government is the world's largest customer
- It buys all types of products and services in both large and small quantities
- It is required by law to provide opportunities for small businesses

Government Contracting Objectives

- **Competition is fair and open.** The process of requesting proposals, evaluating bids, and making awards should take place on a level playing field with full visibility. Any business that is qualified to bid should be considered.
- **Products and services are competitively priced.** The government seeks pricing that is commensurate with its formidable buying power.
- **The government gets what it pays for.** The government protects itself by carefully defining requirements, terms and conditions for all purchases. Contractors must document that they have fulfilled all requirements and met all terms in order to be paid.

Types of Government Contractors

Prime Contractor

- Prime contractors bid on and win contracts directly from government agencies. After award, the prime contractor company is the entity that is legally responsible for all aspects of fulfilling the contract, such as interacting with the government customer, recruiting staff, organizing and managing teams of subcontractors, and meeting all delivery requirements.
- Both large and small businesses can serve as prime contractors.

Types of Government Contractors

Subcontractor

- Subcontractors join prime contractors' teams, usually to provide a specific capability or product. Subcontracting is an excellent way to enter the government contracting market and to participate in larger-scale opportunities. You'll be responsible only for your area of expertise, not managing the entire contract.
- You can gain valuable experience (called "past performance") that will qualify you for future contracts. But note that you'll be serving two customers: Your prime contractor will determine what percentage of the work and which assignments you will receive. You may or may not work directly with the government, at the discretion of your prime.

Small Business Set-Asides

- Small business set-asides are a powerful tool for helping small businesses compete for and win federal contracts. Every year, the federal government purchases approximately \$400 billion in goods and services from the private sector. When market research concludes that small businesses are available and able to perform the work or provide the products being procured by the government, those opportunities are “set-aside” exclusively for small business concerns.
- **There are many different types of set-asides.** Some are open to all small businesses; others are open only to small businesses with certain designations.

Federal Purchases between \$3,500 - \$150,000

- Every federal government purchase with an anticipated value above the micro-purchase threshold of \$3,500, and up to the Simplified Acquisition Threshold (SAT) of \$150,000, is required to be automatically and exclusively set-aside for small businesses. There must be at least two or more (Rule of Two) responsible small business concerns that are competitive in terms of market prices, quality, and delivery for an automatic set-aside to occur.

Federal Purchases over \$150,000

- Contract opportunities above the SAT of \$150,000 shall also be set aside if the Rule of Two is met.

Women-Owned Small Businesses (WOSB) Federal Contracting Program

- The WOSB Federal Contract Program was implemented in February 2011 with the goal of expanding the number of industries where WOSB were able to compete for business with the federal government. This program enables Economically Disadvantaged WOSBs (EDWOSBs) to compete for federal contracts that are set-aside for EDWOSBs in industries where women-owned small businesses are underrepresented. It also allows set-asides for WOSBs in industries where women-owned small businesses are substantially underrepresented. SBA has designated two sets of industries according to North American Industry Classification System (NAICS). The link below will take you to the current list of NAICS codes designated for use under this program.

Women-Owned Small Businesses (WOSB) Federal Contracting Program

NEW WOSB Portal!

Certify.SBA.GOV

- The U.S. Small Business Administration (SBA) has posted PowerPoint presentations to assist you with the WOSB Federal Contract Program repository process. In this new portal, WOSB business owners will be able to manage their documents, complete application forms online, and receive notices of upcoming deadlines. Note, as self-certification is still permitted while SBA develops new criteria, this modernized site supports those decisions. **For technical questions email certify@sba.gov**

New!! Results of Department of Commerce WOSB Federal Contract Program Study

- At the request of the SBA in 2015, the Office of the Chief Economist, at the U.S. Department of Commerce, conducted a new study on the Women-Owned Small Business (WOSB) Federal Contracting Program. The study reevaluated the North American Industry Classification System (NAICS) industry groups in which WOSBs are underrepresented and substantially underrepresented in Federal contracting. As a result of the study, the SBA has determined changes will be implemented to the WOSB Federal Contracting Program. As set forth in the Federal Register notice, the SBA has authorized the use of 113 new NAICS Industry groups for WOSB and EDWOSB set asides. WOSBs will now be eligible for contract participation in 92 NAICS industry groups.

Understanding the HUBZone Program

- The Historically Underutilized Business Zones (HUBZone) program was enacted into law as part of the Small Business Reauthorization Act of 1997. Download Adobe Reader to read this link content. The program falls under the auspices of the U.S. Small Business Administration. The program encourages economic development in historically underutilized business zones - "HUBZones" - through the establishment of preferences.
- SBA's HUBZone program is in line with the efforts of both the Administration and Congress to promote economic development and employment growth in distressed areas by providing access to more federal contracting opportunities.

How the HUBZone Program Works

The SBA regulates and implements the HUBZone program. SBA does the following:

- Determines which businesses are eligible to receive HUBZone contracts
- Maintains a listing of qualified HUBZone small businesses that federal agencies can use to locate vendors
- Adjudicates protests of eligibility to receive HUBZone contracts
- Reports to the Congress on the program's impact on employment and investment in HUBZone areas.

Benefits of the HUBZone Program

- The program's benefits for HUBZone-certified companies include:
- Competitive and sole source contracting
- 10% price evaluation preference in full and open contract competitions, as well as subcontracting opportunities.
- The federal government has a goal of awarding 3% of all dollars for federal prime contracts to HUBZone-certified small business concerns. On the SBA website, there's a link that shows the biggest industries, by contracting dollar amount, for HUBZone companies and small businesses.

Service-Disabled Veteran-Owned Small Business Concerns

- On December 16, 2003, the Veterans Benefits Act of 2003 was passed by Congress. Section 308 of the Act (Public Law 108-183) established a procurement program for Service-Disabled Veteran-Owned Small Business Concerns (SDVOSBC). This procurement program provides that federal contracting officers may restrict competition to SDVOSBCs and award a sole source or set-aside contract where certain criteria are met.
- The program offers competitive SDVOSB contracts and subcontracts. Contracting Officers may sole source, if there is no reasonable expectation that at least two responsible SDVO SBCs will submit offers.

Eligibility for SDVOSB

Easy Self-Certify!

Veterans can easily and quickly self certify for all federal agency procurements (except the VA)

- The Service Disabled Veteran must have a service-connected disability determined by the Department of Veterans Affairs or Department of Defense.
- The SDVOSB must be small under the NAICS code assigned to the procurement.
- The SDV must unconditionally own 51% of the SDVOSB.
- The SDVO must control the management and daily operations of the SDVOSB.



What is the 8(a) Business Development Program?

- The 8(a) Business Development Program is a business assistance program for small disadvantaged businesses. The 8(a) Program offers a broad scope of assistance to firms that are owned and controlled at least 51% by socially and economically disadvantaged individuals.
 - Contract Opportunities
 - Capital
 - Counseling
 - 8(a) Mentor Protégé Program

What is the 8(a) Business Development Program?

- The 8(a) Program is an essential instrument for helping socially and economically disadvantaged entrepreneurs gain access to the economic mainstream of American society. The program helps thousands of aspiring entrepreneurs to gain a foothold in government contracting. Participation in the program is nine years.
- Participants can receive sole-source contracts, up to a ceiling of \$4 million for goods and services and \$6.5 million for manufacturing.

Spread the Word

Streamlined 8(a) application process!

- US Citizen
- Size (by NAICS)
- Social Disadvantage
- Economic Disadvantage
- Ownership
- Control
- Potential for Success
- Other eligibility criteria (character)



We've returned to
the basics of program
eligibility.

We want more
businesses!

Entity Owned 8(a) Firms...

- Addressing the negative perceptions that have led to a significant decline in contracts for Alaskan Native Corporations (ANC), Native Hawaiian Organizations (NHO), and Tribally Owned firms.
- Entity owned 8(a) firms can accept sole source contracts with no dollar limitation. The requirement for a J&A does not prohibit or limit the authority to exercise the use of this valuable tool when it makes good business sense.



The firms support U.S. citizens of the that suffer from some of the worst poverty in the country, and report annually on the benefits given to their respective members and communities.

Re-Shaping the 7(j) Training Program

- Training is available in several areas of federal contracting.
- Program is significantly underutilized.
- Current training topics include:
 - DCAA cost accounting standards
 - Strategizing for a winning price
 - How RFP elements influence strategy
 - Developing the tech proposal
 - Cybersecurity (*coming soon*)
 - Development of HR systems



Strengthening 7(j) with more of

Strategies to Secure Sole Source Contracts

Understanding Contract Types in the Federal Government

The Process of Awarding Contracts/after the Award

Assistance for 8(a) firms in the Transitional Stage/
Transitioning out of the 8(a) Program

Sales techniques for Federal clients

Quality Control Training

Program Management Training

Training for improving cost estimating

Effective branding and benchmarking

Facility security clearance training

Leveraging Information and Networks to Access Capital (LINC)

- LINC – Connecting Borrowers to Lenders
- **Step one** - Answer a [few questions](#) about your business
- **Step two** - Hear from SBA Lenders within 2 business days
- **Step three** - Receive information on free and low-cost training options

- [Start Your Application](#)



- **Login or Register to
find a lender now!**



- https://www.sba.gov/tools/linc?from_mobile=true

Streamlining & Improving Accessibility to Tools and Contracts

- Applications
- Compliance Reviews
- Information Technology Systems
- Transparency in Processes
- Contact Information for SBA Staff
- EVS improvements to attract the best and brightest public servants
- Setting the standard for #1 customer service!

Leaders pushing for regulatory change with legal counsel.



Preparing to be Ranked #1 in Customer Service



- The SBA will be known for providing the **best customer service** in the entire federal government!
- Phone calls and emails will be answered timely by **responsive technically competent professional staff.**
- The SBA will increase training and development of the staff to improve **morale** and increase skills.
- **Our Reputation is at Stake:** We want our customers to choose us, even if they had another choice. We want to be the top business partner of CHOICE!

GCBD Organization Chart

Honorable John Shoraka

Associate Administrator of Government Contracting
& Business Development (AA/GCBD)



J. Robinson-Burnette

Senior Executive
Deputy AA/GCBD

Sean Crean

Senior Executive
Director
Government
Contracting

Mariana Pardo

Senior Executive
Director
HUBZone Program

J. Robinson- Burnette

Senior Executive
Associate
Administrator of
Business Development

Ken Dodds, Esq.

Senior Executive
Director Policy

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